

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(Currently Amended)** A method of communicating ~~inferred~~ information to a wireless communication device user, comprising:

determining a location of the wireless device;

~~ascertaining time at the location;~~

determining information potentially of interest to the user from the location ~~and the time at the location~~ of the wireless device; and

~~inferring a likely interest of the user in the information; and~~

~~transmitting data related to the inferred interest to the wireless device~~
communicating the information potentially of interest to the user of the wireless device,
wherein the order in which the information is communicated is based upon at least one
preference of the user.

2. **(Currently Amended)** The method of claim 1, wherein said ~~inferring~~ step of determining information potentially of interest to the user includes ~~inferring the likely~~

~~interest of~~ determining information potentially of interest to the user from the time at the location.

3. **(Currently Amended)** The method of claim 1, wherein ~~inferring includes the~~ at least one preference of the user is determined utilizing a profile of preferences of the user to infer the likely interest of the user.

4. **(Original)** The method of claim 3, wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user.

5. **(Currently Amended)** A method of communicating ~~inferred~~ information to a wireless device user, comprising:

determining time at the wireless device;

determining information potentially of interest to the user from the time at the wireless device; and

~~inferring a likely interest of the user in the information; and~~

~~transmitting data related to the inferred interest to the wireless device~~

communicating the information potentially of interest to the user of the wireless device,
wherein the order in which the information is communicated is based upon at least one
preference of the user.

6. **(Currently Amended)** The method of claim 1, wherein the at least one preference of the user is determined ~~inferring includes inferring information of interest to~~

~~the wireless communication device~~ based on information received from ~~an~~ at least one other wireless communication device.

7. **(Previously Presented)** A method of transmitting location-based information to a user of a first signal transmitting means, comprising:

providing the user with a first signal transmitting means capable of transmitting a first signal and a second signal receiving means for receiving a second signal;

providing a first signal receiving means for receiving said first signal at a location remote from said user;

providing a location-determining means for determining from said first signal an approximate location of the user;

providing a time-determining means for determining a time at the location of the user;

providing a computer system having access to location-based and time-based information, said system being connected to said first signal receiving means and said system being connected to a second signal transmitting means;

transmitting said first signal;

receiving said first signal;

determining from said first signal an approximate location and a time at the location of said user;

reviewing said location-based and time-based information in consideration of said approximate location to determine information which is potentially of interest to said user;

using an optionally determined need to generate a recommendation of said information to be transmitted to said user; and

transmitting said recommendation via said second signal transmitting means.

8. **(Original)** The method of claim 7, further comprising determining from said first signal a need of said user for a product or service.

9. **(Original)** The method of claim 7, further comprising determining an approximate time said first signal was sent.

10. **(Original)** The method of claim 9, wherein said recommendation is based on the approximate time the first signal was sent.

11. **(Cancelled)** A method of communicating inferred information to a wireless communication device user, comprising:

determining a location of the wireless device;

determining information potentially of interest to the user from the location of the wireless device;

utilizing a profile of preferences of the user to infer the interest of the user; and

transmitting data related to the inferred interest to the wireless device.

12. **(Cancelled)** The method of claim 11, wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user.

13. **(Cancelled)** The method of claim 11, wherein inferring includes inferring information of interest to the wireless communication device based on information received from an other wireless communication device.

14. **(New)** The method of claim 7, wherein the optionally determined need is determined utilizing a profile of preferences of the user.

15. **(New)** The method of claim 3, wherein the profile of preferences of the user is based upon historical data associated with the user.

16. **(New)** The method of claim 3, wherein the profile of preference of the user is based upon the user building the profile.

17. **(New)** The method of claim 1, wherein the order in which the information is communicated is determined by the wireless device.

18. **(New)** The method of claim 5, wherein said step of determining information potentially of interest to the user includes determining information potentially of interest to the user from the location of the wireless device.

19. **(New)** The method of claim 5, wherein the at least one preference of the user is determined utilizing a profile of preferences of the user to infer the likely interest of the user.

20. **(New)** The method of claim 19, wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user.

21. **(New)** The method of claim 19, wherein the profile of preferences of the user is based upon historical data associated with the user.

22. **(New)** The method of claim 19, wherein the profile of preference of the user is based upon the user building the profile.

23. **(New)** The method of claim 5, wherein the order in which the information is communicated is determined by the wireless device.

24. **(New)** The method of claim 5, wherein the at least one preference of the user is determined based on information received from at least one other wireless communication device.